

Sponsorship Opportunities

Partner with the City of Fairfax Through Sponsorship



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The City of Fairfax Parks and Recreation sponsorship program is broad-ranged and diverse, giving you or your company many ways to build your brand and increase sales all while showing support and building recognition in the northern Virginia/DC Capital Region through out the year.



The City of Fairfax invites you to...

- Increase the value of your business or organization's advertising dollars.
- Achieve name recognition for your business or organization by becoming a part of successful programs and events year round.
- Develop future sales and customers for your business or organization through contact with potential future customers.
- Make a positive contribution to the community.
- Enhance your business or organization's public image and awareness while marketing to a select audience.
- Promote your cause or foundation through our unique activation opportunities.

Elite & Premier Sponsorships

We offer you two sponsorship packages that create a positive brand imagery and enhance your organizational goals year-round. The “Elite Package” is the top of the line opportunity encompassing all our events and brand imaging opportunities. The “Premier Package” includes only our two largest events and the year round brand imaging opportunities. Both are designed to help you achieve your goals but offer a price point appealing to any business.

Only three Elite and three Premier sponsors will be selected maintaining the best possible opportunity to increase brand image and goal achievement.

Media, Hospitality and Technology exclusive sponsorships are also available.

Look Who's Sponsoring!

Your generous support allows us to enhance our ability to provide quality recreational services. The City of Fairfax Parks and Recreation facilitates programs and events continue to gain national recognition. Businesses have aligned themselves with our programs and event sponsoring for an average of seven years with some partnering for over 15 years.

- 97.1 WASH FM
- American Legion Post 177
- Cardinal Bank
- Cox Communications
- Destination Fairfax
- Fairfax City Auto Dealers Association
- Fair City Mall
- First Command Financial Planning
- Freedom Bank of Virginia
- HSBC Bank
- Patriot Harley Davidson
- Sandy Spring Bank
- TD Bank
- Verizon
- Virginia Lottery



Background on the Events

Independence Day Celebration Parade & Evening Show

- A Free Event to the Public
- Largest Parade in Northern Virginia
- Over 200 parade units including high school bands from across the nation
- Advertised in over 7 regional newspapers/magazines
- Listed in over 75 websites
- Largest fireworks display choreographed to music in Northern Virginia

A day long celebration: beginning with Northern Virginia's largest parade winds through the historic downtown area beginning at 10am before an enthusiastic crowd. The 200 parade units include guest bands from across the nation as well as large inflatable balloons, floats, clowns, and many local businesses and organizations.

The Independence Day Evening Show culminates the day-long celebration beginning at 7pm at Fairfax High School with musical entertainment and a spectacular fireworks display choreographed to music.

The celebration attracts over 50,000 visitors at parade and over 20,000 participants at the evening show. VIP attendees include local and national political leaders and celebrities.

Fall Festival

- A Free Event to the Public
- Largest Regional Craft Show Drawing More than 30,000 participants
- Advertised in over 7 regional newspapers/magazines
- Listed on over 75 websites
- Over 400 juried crafters from all over the country
- Successfully operated for over 34 years and still growing

The Fall Festival started out in 1976 as a small market for artisans to display their wares. This annual event, held the second Saturday in October in historic downtown Fairfax, has since grown to a free family festival with over 400 juried arts & craft vendors, information booths, food & gourmet food vendors, children's activities & art eco tent, inflatable & carnival rides, business expo, new car show, pumpkin patch, sculpture garden, and three stages of entertainment.

The festival attracts over 30,000 visitors. The Fall Festival has been an historic event and is the second largest premier event in the city.



Holiday Craft Show

- Largest Regional Holiday Craft Show Drawing More than 8,000 shoppers
- Advertised in over 7 regional newspapers/magazines
- Listed on over 75 websites
- Over 200 juried crafters from all over the country
- Successfully operated for over 23 years

The Holiday Craft Show is held the third Saturday and Sunday of November from 10am to 5pm Saturday and from 10am to 3pm Sunday at Fairfax High School. What started out in 1987 as a very small show has grown to become a premium arts and crafts festival with over 200 juried craft and gourmet food vendors.

The craft show attracts over 8,000 shoppers.

Festival of Lights and Carols

- Hometown tree lighting ceremony attracting over 1500 participants
- Listed on over 75 websites
- Lunch with Santa attracts over 500 children and adults

The first Saturday in December, the Parks & Recreation Department holds its annual Festival of Lights and Carols. Activities include Lunch with Santa, bell ringers, holiday music, illumination of the street trees on Main Street in the downtown Historic District and lighting of the City tree. Lunch with Santa is held in Old Town Hall and the lighting of the City tree is held in the Kitty Pozer Garden located behind Old Town Hall in Old Town Fairfax.

This event draws 1,500 visitors.

City of Fairfax Parks & Recreation organized events attract over 100,000 consumers annually providing a great opportunity for businesses to advertise and increase name recognition while making a positive contribution to the community.

Sponsorship Opportunities

Elite Sponsor - Our Most Comprehensive Sponsorship Package

\$25,000 investment

Tangible Benefits

Benefit Description	Amount in Package
Guaranteed Sponsor ID in Measured Media	
Logo in local newspapers (Connection, Fairfax Times, Washington Post)	\$ 35,000
Guaranteed Sponsor ID in Non-Measured Media	
On-Site Signage	
Logo on sponsor stage banner at Independence Day Celebration Evening Show	20,000 attendees
Logo on sponsor stage banner at Fall Festival	25,000 attendees
Publications/Collateral Materials	
Full page ad in three consecutive issues of Leisure Times	35,000 pieces
Logo on front cover of Leisure Times for three consecutive issues	35,000 pieces
Logo on front cover of Independence Day Celebration brochure	40,000 pieces
Logo on front cover of Fall Festival brochure	40,000 pieces
Logo on front cover of Holiday Craft Show brochure	40,000 pieces
Logo on Festival of Lights and Carols flyer	6,000 pieces
Logo on Parks and Recreation program and reservation receipts	4,000 receipts
Company name included in media coverage	900,000 viewers/readers
Logo on Official Event Posters	100 posters
Guaranteed Year Round Visibility on fairfaxva.gov	
Logo and link on Parks & Recreation Home Page Year-Round	32,000 visitors
Logo and link on Independence Day Celebration Page Year-Round	30,000 visitors
Logo and link on Fall Festival Page Year-Round	38,000 visitors
Logo and link on Holiday Craft Show Page Year-Round	15,000 visitors
Logo and link on Festival of Lights & Carols Page Year-Round	5,000 visitors
Guaranteed Year Round Visibility on ActiveNet registration program	
Logo on Home Page Year-Round	10,000 visitors
Guaranteed Year Round Visibility on e-blasts	
Company messages and logo's included in Active email blasts	4000+ Viewers per Year-round blast x 500 blasts

Benefit Description

Amount in Package

Guaranteed Visibility on back of CUE buses (city transportation buses)

(displayed three weeks prior to event)

Logo on five ads for Independence Day Celebration

130,000 viewers

Logo on five ads for Fall Festival

130,000 viewers

Logo on five ads for Holiday Craft Show

130,000 viewers

Sampling and Activation Display Area

10x10 Exhibit Booth on-site at Independence Day Evening Show

20,000 attendees

10x10 Exhibit Booth on-site at Fall Festival

25,000 attendees

10x10 Exhibit Booth on-site at Holiday Craft Show

8,000 attendees

10x10 Exhibit Booth on-site at Festival of Lights & Carols

1,500 attendees

VIP Tickets/Hospitality

(20) VIP Tent Tickets to Independence Day Evening Show

\$300 est. value

(20) VIP Tent Tickets to Fall Festival main stage

\$300 est. value

Mailing List

Use of Active mailing list – twice per year

4000+ names

Benefits Available to Your Customers

Our sponsor team can craft a unique option to be an added benefit to your customers and promote your business and or link to a promotion of your choice. Through proof of purchase at your business we will find ways to offer programming at discounted rates year round. Details can be outlined at time of signing.

Individuals that provide proof of business with your company will receive a 5% discount on Parks and Recreation class offerings.

\$15,000 est. value

Deal Terms

- Only three Elite sponsors are accepted.
- Exclusivity is granted for an additional \$10,000.
- Right to use Parks & Recreation logo in advertising, packaging and promotions.
- Designations: “Official/Proud Partner,” “Official/Proud Sponsor,” “Official Product/Service.”
- Right of first refusal for subsequent years.

Minimum contract term: 1 year. *Sign up for three years and receive an additional 10% off your first year!*

Sponsorship Opportunities

Premier Sponsor

\$20,000 investment

Tangible Benefits

Benefit Description	Amount in Package
Guaranteed Sponsor ID in Measured Media	
Logo in local newspapers (Connection, Fairfax Times, Washington Post)	\$35,000
Guaranteed Sponsor ID in Non-Measured Media	
On-Site Signage	
Logo on sponsor stage banner at Independence Day Celebration Evening Show	20,000 attendees
Logo on sponsor stage banner at Fall Festival.	25,000 attendees
Publications/Collateral Materials	
Full page ad in three consecutive issues of Leisure Times	35,000 pieces
Logo on front cover of Leisure Times for three consecutive issues	35,000 pieces
Logo on front cover of Independence Day Celebration brochure	40,000 pieces
Logo on front cover of Fall Festival brochure	40,000 pieces
Logo on Parks and Recreation program and reservation receipts	4,000 receipts
Company name included in media coverage	900,000 viewers/readers
Logo on Official Event Posters	100 posters
Guaranteed Year Round Visibility on fairfaxva.gov	
Logo and link on Parks & Recreation Home Page Year-Round	32,000 visitors
Logo and link on Independence Day Celebration Page Year-Round	30,000 visitors
Logo and link on Fall Festival Page Year-Round	38,000 visitors
Guaranteed Year Round Visibility on ActiveNet registration program	
Logo on Home Page Year-Round	10,000 visitors
Guaranteed Year Round Visibility on e-blasts	
Company messages and logo's included in Active email blasts	4000+ viewers per Year-round blast x 500 blasts

Benefit Description

Amount in Package

Guaranteed Visibility on back of CUE buses (city transportation buses)

(displayed three weeks prior to event)

Logo on five ads for Independence Day Celebration

130,000 viewers

Logo on five ads for Fall Festival

130,000 viewers

Sampling/Display

10x10 Exhibit Booth on-site at Independence Day Evening Show

20,000 attendees

10x10 Exhibit Booth on-site at Fall Festival

25,000 attendees

VIP Tickets/Hospitality

(20) VIP Tent Tickets to Independence Day Evening Show

\$300 est. value

(20) VIP Tent Tickets to Fall Festival main stage

\$300 est. value

Mailing List

Use of Active mailing list – once per year

4,000+ names

Benefits Available to Your Customers

Our sponsor team can craft a unique option to be an added benefit to your customers and promote your business and or link to a promotion of your choice. Through proof of purchase at your business we will find ways to offer programming at discounted rates year round. Details can be outlined at time of signing.

Individuals that provide proof of business with your company will receive a 5% discount on Parks and Recreation class offerings.

\$15,000 est. value

Deal Terms

- Only three Premier sponsors are accepted.
- Exclusivity is granted for an additional \$10,000.
- Right to use Parks & Recreation logo in advertising, packaging and promotions.
- Designations: “Official/Proud Partner,” “Official/Proud Sponsor,” “Official Product/Service.”
- Right of first refusal for subsequent years.

Minimum contract term: 1 year. *Sign up for three years and receive an additional 10% off your first year!*



Activate Today!

Limited Elite and Premier Package Opportunities Available. Activate today to reap the benefits!

Increase the value of your business or organization's advertising dollars.

Achieve name recognition for your business or organization by becoming a part of successful sponsorship program.

Develop future sales and customers for your business or organization through contact with your target market and potential future customers.

Make a positive contribution to the community.

Enhance your business or organization's public image.

There's more...

Become an exclusive sponsor

- * Exclusivity is granted for an additional \$10,000.

Save on your sponsorship package by acting today

- * Sign up for a three years and receive an additional 10% off your first.

Also Available:



Media Sponsorship

Exclusive sponsorship opportunities exist for local television, cable television, radio and satellite radio media to assist in promoting events and recreational opportunities through in-kind partnerships at similar levels and with similar benefits of the Elite or Premier sponsorship packages.



Hospitality Sponsorship

Hospitality exclusive sponsorships are available to be the preferred hotel location for all visiting guests at all our events. This unique in-kind opportunity to provide lodging for bands, celebrities or special guests will provide you with benefits at the Elite or Premier sponsorship levels.



Technology Sponsorship

Always striving to enhance every event, a partnership with our events and services will create the exclusive opportunity to promote your business while providing services that range from website design, social media enhancement, WiFi connectivity, and online real time surveys. Your benefits will be at Elite or Premier sponsorship levels depending on the extent of your in-kind partnership.

How To Activate Your Sponsorship

How to Apply

Step One Select your level of sponsorship and submit your sponsorship form.

Step Two Receive your approval and agreement, sign and return.

Step Three Receive your sponsorship recognition options.

Where Can I Send My Contribution?

Contributions may be sent to the following address:

City of Fairfax
Parks & Recreation Department
Sponsorship Program
10455 Armstrong Street
Fairfax, VA 22030

Ways to Structure the Sponsorship Understanding the Economy

First time sponsor options

Partner sponsor

- Partner with a supplier or a peer business of your choice and share in the benefits of your Elite or Premier package.

Payment plans

- Depending on your financial situation, we can negotiate terms for payment. Credit cards are accepted.

Pay for performance

- We believe in the return on investment of our sponsorship and want you to believe in it too. We will work with you to develop measurable and achievable goals to maximize your sponsorship.

What Happens Once Activated

Step One Schedule a meeting .

Step Two Develop measurable outcomes to track return on investment.

Step Three Work to develop ideas for your company to maximize your experience.



City of Fairfax
Parks and Recreation Department
10455 Armstrong Street
Fairfax, VA 22030
www.fairfaxva.gov